

## CLAIMS

What is claimed is:

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1 1. A method for providing electronic coupons, comprising the steps of:  
2 receiving coupon information for at least one item along with a  
3 broadcast of a program;  
4 enabling selection of one of a plurality of display modes, wherein the  
5 plurality of display modes comprises a coupon mode;  
6 alerting a viewer when the coupon information is available in the  
7 coupon mode when the coupon mode is selected; and  
8 displaying the coupon information on a display along with the  
9 broadcast of a program.

1 2. The method of claim 1, further comprising the steps of:  
2 providing the broadcast of a program;  
3 providing the coupon information for the at least one item;  
4 transmitting the coupon information along with the program data; and  
5 storing the received coupon information.

Sub A7

1 3. The method of claim 2, further comprising the steps of:  
2 providing the coupon information on at least one smart card;  
3 providing the at least one smart card to a viewer;

4 synchronizing the coupon information with the broadcast of a program  
5 upon receipt of the broadcast of a program.

1 4. The method of claim 1, wherein the broadcast of a program is provided  
2 using a high-definition television system.

1 5. The method of claim 1, wherein the plurality of display modes further  
2 comprises a non-coupon mode and a stored coupon mode.

1 6. The method of claim 1, wherein the step of alerting comprises  
2 providing at least one alert to a viewer when at least one coupon is available,  
3 wherein the at least one alert comprises a tone and at least one displayed  
4 mark.

1 7. The method of claim 6, wherein the at least one displayed mark is  
2 superimposed over the broadcast of a program on the display.

1 8. The method of claim 6, wherein the at least one displayed mark  
2 comprises a coupon indicator for each coupon available.

1 9. The method of claim 1, further comprising the step of requesting the  
2 coupon information, wherein the step of requesting comprises selecting a  
3 coupon indicator corresponding to an item in which the viewer is interested,

4 wherein selecting the coupon indicator results in the display of detailed  
5 coupon information.

1 10. The method of claim 1, further comprising the steps of:  
2 storing selected coupon data on a removable recording medium; and  
3 storing data corresponding to the television program on the removable  
4 recording medium, wherein the data corresponding to the program  
5 comprises a program title, a program description, a date of airing, a time of  
6 airing, and a channel of airing.

1 11. The method of claim 10, wherein the coupon data comprises the data  
2 corresponding to the program.

1 12. The method of claim 10, further comprising the steps of:  
2 reading the coupon information from the removable recording  
3 medium;  
4 reading the data corresponding to the program from the removable  
5 recording medium;  
6 transferring the data corresponding to the program to a collection  
7 center for statistical programming data; and  
8 redeeming a value of the coupon information.

1 13. The method of claim 10, further comprising the step of satisfying at  
2 least one condition prior to storing selected coupon data on a removable  
3 recording medium.

1 14. The method of claim 12, further comprising the step of determining  
2 whether the at least one condition is satisfied before allowing the reading of  
3 the coupon information.

1 15. The method of claim 12, wherein the step of reading the coupon  
2 information comprises reading the coupon information using an electronic  
3 link established with at least one dealer, wherein the electronic link allows  
4 the at least one dealer to read the coupon information from the removable  
5 recording medium at such time as the viewer electronically purchases the at  
6 least one item.

1 16. The method of claim 5, wherein the stored coupon mode causes all of  
2 the coupon information for the program to be stored, wherein the stored  
3 coupon information is recalled and viewed at a time that is different from a  
4 broadcast time of the coupon information.

1 17. The method of claim 1, wherein the step of displaying comprises  
2 superimposing the coupon information over the program data on the  
3 display.

1 18. The method of claim 1, wherein the step of displaying comprises  
2 displaying the coupon information on a portion of the display, wherein the  
3 portion of the display is selectable by a viewer.

1 19. The method of claim 1, wherein the coupon information is received  
2 simultaneously with the broadcast of a program.

1 20. The method of claim 1, wherein the coupon information is received  
2 prior to receiving the broadcast of a program, wherein the prior received  
3 coupon information is stored.

1 21. The method of claim 20, further comprising the step of receiving  
2 timing data that links the coupon information to the corresponding program.

1 22. The method of claim 1, wherein the program comprises live television  
2 programs, prerecorded television programs, live television commercials,  
3 prerecorded television commercials, movies, and pay-per-view  
4 programming.

1 23. The method of claim 1, wherein the at least one item comprises at least  
2 one product and at least one service.

1 24. The method of claim 1, wherein the coupon information is provided  
2 by sponsors of at least one television program and by the program broadcaster.

1 25. The method of claim 1, wherein the at least one item is associated with  
2 at least one scene of the program.

1 26. The method of claim 1, further comprising the step of controlling  
2 presentation of the coupon information using an electronic program guide,  
3 wherein the electronic program guide provides programming information  
4 for a plurality of broadcasting stations.

1 27. The method of claim 1, further comprising the step of providing  
2 electronic links to at least one manufacturer and at least one dealer of the at  
3 least one item using the coupon information, wherein the electronic links  
4 comprise links to Web pages and electronic catalogs.

1 28. The method of claim 1, further comprising the step of storing the  
2 coupon information for the at least one item used throughout the program  
3 for a prespecified period of time after the program ends, wherein the viewer  
4 can recall the information during the prespecified period of time.

1 29. The method of claim 1, further comprising the steps of:

2 providing advertising information for the at least one item, wherein  
3 the at least one item is associated with at least one scene of a program;  
4 receiving the advertising information along with the broadcast of the  
5 program;  
6 alerting a viewer when the advertising information is available for the  
7 at least one item of the at least one scene; and  
8 displaying the advertising information on a display along with the  
9 broadcast of the program.

Sub B2  
1 30. A broadcasting system comprising:  
2 a processor coupled to a display device, the processor capable of  
3 controlling the system to provide electronic coupons by,  
4 receiving coupon information for at least one item along with a  
5 broadcast of a program;  
6 enabling selection of one of a plurality of display modes,  
7 wherein the plurality of display modes comprises a coupon mode;  
8 alerting a viewer when the coupon information is available in  
9 the coupon mode; and  
10 displaying the coupon information on a display along with the  
11 broadcast of a program.

1 31. The system of claim 30, further comprising a display device coupled to  
2 the processor.

1 32. The system of claim 30, wherein the program comprises live television  
2 programs, prerecorded television programs, live television commercials,  
3 prerecorded television commercials, movies, and pay-per-view  
4 programming.

1 33. The system of claim 30, wherein the processor is further capable of  
2 controlling the system to provide electronic coupons by:  
3 providing the coupon information on at least one smart card;  
4 providing the at least one smart card to a viewer;  
5 synchronizing the coupon information with the broadcast of a program  
6 upon receipt of the broadcast of a program.

1 34. The system of claim 30, wherein the broadcast of a program is provided  
2 using a high-definition television system.

1 35. The system of claim 30, wherein the processor is configured to control  
2 the system to alert the viewer by providing at least one alert to the viewer  
3 when at least one coupon is available, wherein the at least one alert  
4 comprises a tone and at least one displayed mark.

1 36. The system of claim 35, wherein the at least one displayed mark is  
2 superimposed over the broadcast of a program on the display, wherein the at



3 least one displayed mark comprises a coupon indicator for each coupon  
4 available.

1 37. The system of claim 30, wherein the processor is further configured to  
2 control the system to request the coupon information, wherein the request  
3 comprises selecting a coupon indicator corresponding to an item in which the  
4 viewer is interested, wherein selecting the coupon indicator results in the  
5 display of detailed coupon information.

Sub 27  
1 38. The system of claim 30, wherein the processor is further configured to  
2 control the system to:  
3 providing coupon information for the at least one item;  
4 store selected coupon data on a removable recording medium; and  
5 store data corresponding to the television program on the removable  
6 recording medium, wherein the data corresponding to the television  
7 program comprises a program title, a program description, a date of airing, a  
8 time of airing, and a channel of airing.

1 39. The system of claim 38, wherein the coupon data comprises the data  
2 corresponding to the program.

1 40. The system of claim 38, wherein the processor is further configured to  
2 control the system to:

3 read the coupon information from the removable recording medium;  
4 read the data corresponding to the program from the removable  
5 recording medium; and  
6 transfer the data corresponding to the program to a collection center for  
7 statistical programming data.

1 41. The system of claim 38, wherein the processor is further configured to  
2 control the system to determine whether at least one condition is satisfied  
3 prior to storing selected coupon data on a removable recording medium.

1 42. The system of claim 40, wherein the processor is further configured to  
2 control the system to determine whether the at least one condition is satisfied  
3 before allowing the reading of the coupon information.

1 43. The system of claim 30, wherein displaying comprises superimposing  
2 the coupon information over the program data on the display.

1 44. The system of claim 30, wherein the coupon information is received  
2 simultaneously with the program.

1 45. The system of claim 30, wherein the at least one item is associated with  
2 at least one scene of the program.

1 46. The system of claim 30, wherein the processor is further configured to  
2 control the system to present the coupon information using an electronic  
3 program guide, wherein the electronic program guide provides programming  
4 information for a plurality of broadcasting stations.

1 47. The system of claim 30, wherein the processor is further configured to  
2 control the system to provide at least one electronic link to at least one  
3 manufacturer and at least one dealer of the at least one item using the coupon  
4 information, wherein the electronic links comprise links to Web pages and  
5 electronic catalogs.

1 48. The system of claim 30, wherein the processor is further configured to  
2 control the system to store the coupon information for the at least one item  
3 used throughout the program for a prespecified period of time after the  
4 program ends, wherein the viewer can recall the information during the  
5 prespecified period of time.

1 49. The broadcasting system of claim 30, wherein the processor is further  
2 configured to control the system to:  
3 provide advertising information for the at least one item, wherein the  
4 at least one item is associated with at least one scene of a program;  
5 receive the advertising information along with the broadcast of the  
6 program;

7 alert a viewer when the advertising information is available for the at  
8 least one item of the at least one scene; and  
9 display the advertising information on a display along with the  
10 broadcast of the program.

Sub B<sup>3</sup> 1 50. A computer readable medium containing executable instructions  
2 which, when executed in a processing system, causes the system to perform a  
3 method for providing electronic coupons, the method comprising the steps  
4 of:

5 receiving coupon information for at least one item along with a  
6 broadcast of a program;

7 enabling selection of one of a plurality of display modes, wherein the  
8 plurality of display modes comprises a coupon mode;

9 alerting a viewer when the coupon information is available in the  
10 coupon mode when the coupon mode is selected; and

11 displaying the coupon information on a display along with the  
12 broadcast of a program.

1 51. The computer readable medium of claim 50, wherein the method  
2 further comprises the steps of:

3 providing the broadcast of a program;

4 providing the coupon information for the at least one item;

5 transmitting the coupon information along with the program data; and

6 storing the received coupon information.

Sub A3/1 52. The computer readable medium of claim 51, wherein the method  
2 further comprises the steps of:  
3 providing the coupon information on at least one smart card;  
4 providing the at least one smart card to a viewer;  
5 synchronizing the coupon information with the broadcast of a program  
6 upon receipt of the broadcast of a program.

1 53. The computer readable medium of claim 50, wherein the step of  
2 alerting comprises providing at least one alert to a viewer when at least one  
3 coupon is available, wherein the at least one alert comprises a tone and at  
4 least one displayed mark.

1 54. The computer readable medium of claim 53, wherein the at least one  
2 displayed mark is superimposed over the broadcast of a program on the  
3 display, wherein the at least one displayed mark comprises a coupon indicator  
4 for each coupon available.

1 55. The computer readable medium of claim 50, wherein the method  
2 further comprises the step of requesting the coupon information, wherein the  
3 step of requesting comprises selecting a coupon indicator corresponding to an

4 item in which the viewer is interested, wherein selecting the coupon  
5 indicator results in the display of detailed coupon information.

1 56. The computer readable medium of claim 50, wherein the method  
2 further comprises the steps of:  
3 storing selected coupon data on a removable recording medium; and  
4 storing data corresponding to the television program on the removable  
5 recording medium, wherein the data corresponding to the program  
6 comprises a program title, a program description, a date of airing, a time of  
7 airing, and a channel of airing.

1 57. The computer readable medium of claim 56, wherein the method  
2 further comprises the steps of:  
3 reading the coupon information from the removable recording  
4 medium;  
5 reading the data corresponding to the program from the removable  
6 recording medium; and  
7 transferring the data corresponding to the program to a collection  
8 center for statistical television data.

1 58. The computer readable medium of claim 56, wherein the method  
2 further comprises the step of satisfying at least one condition prior to storing  
3 selected coupon data on a removable recording medium.

1 59. The computer readable medium of claim 57, wherein the method  
2 further comprises the step of determining whether the at least one condition  
3 is satisfied before allowing the reading of the coupon information.

1 60. The computer readable medium of claim 50, further comprising the  
2 step of controlling presentation of the coupon information using an  
3 electronic program guide, wherein the electronic program guide provides  
4 programming information for a plurality of broadcasting stations.

1 61. The computer readable medium of claim 50, further comprising the  
2 step of providing electronic links to at least one manufacturer and at least one  
3 dealer of the at least one item using the coupon information, wherein the  
4 electronic links comprise links to Web pages and electronic catalogs.

1 62. The computer readable medium of claim 50, further comprising the  
2 step of storing the coupon information for the at least one item used  
3 throughout the program for a prespecified period of time after the program  
4 ends, wherein the viewer can recall the information during the prespecified  
5 period of time.

1 63. The computer readable medium of claim 50, wherein the step of  
2 displaying comprises superimposing the coupon information over the  
3 program data on the display.

1 64. The computer readable medium of claim 50, wherein the program  
2 comprises live television programs, prerecorded television programs, live  
3 television commercials, prerecorded television commercials, movies, and  
4 pay-per-view programming.

1 65. The computer readable medium of claim 50, wherein the at least one  
2 item is associated with at least one scene of the program.

1 66. The computer readable medium of claim 50, wherein the method  
2 further comprises the steps of:

3 providing advertising information for the at least one item, wherein  
4 the at least one item is associated with at least one scene of a program;

5 receiving the advertising information along with the broadcast of the  
6 program;

7 alerting a viewer when the advertising information is available for the  
8 at least one item of the at least one scene; and

9 displaying the advertising information on a display along with the  
10 broadcast of a program.



1 67. The computer readable medium of claim 50, wherein the method  
2 further comprises the steps of:  
3 providing the coupon information on at least one smart card;  
4 providing the at least one smart card to a viewer;  
5 synchronizing the coupon information with the broadcast of a program  
6 upon receipt of the broadcast of a program.

1 68. The computer readable medium of claim 50, wherein the broadcast of a  
2 program is provided using a high-definition television system.

Sub 47  
1 69. A method for providing electronic coupons, comprising the steps of:  
2 receiving coupon information for at least one item;  
3 transmitting coupon information for at least one item along with a  
4 broadcast of a program; and  
5 displaying the coupon information on a display along with the  
6 ~~broadcast of a program.~~

1 70. The method of claim 69, further comprising the steps of:  
2 providing an alert to the viewer, wherein the viewer is alerted when  
3 the coupon information is available in the coupon mode;  
4 synchronizing the coupon information with the display of a  
5 corresponding at least one item during the broadcast of a program; and

6 enabling selection of one of a plurality of display modes, wherein the  
7 plurality of display modes comprises a coupon mode.

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1 71. The method of claim 70, wherein the plurality of display modes further  
2 comprises a non-coupon mode and a stored coupon mode.

1 72. The method of claim 70, wherein the step of providing an alert  
2 comprises providing at least one alert to a viewer when at least one coupon is  
3 available, wherein the at least one alert comprises a tone and at least one  
4 displayed mark.

1 73. The method of claim 72, wherein the at least one displayed mark is  
2 superimposed over the broadcast of a program on the display, wherein the at  
3 least one displayed mark comprises a coupon indicator for each coupon  
4 available.

1 74. The method of claim 69, further comprising the step of enabling a  
2 request for the coupon information, wherein enabling a request comprises  
3 selecting a coupon indicator corresponding to an item in which the viewer is  
4 interested, wherein selecting the coupon indicator results in the display of  
5 detailed coupon information.

1 75. The method of claim 69, wherein the step of displaying comprises  
2 superimposing the coupon information over the program data on the  
3 display.

1 76. The method of claim 69, wherein the step of displaying comprises  
2 displaying the coupon information on a portion of the display, wherein the  
3 portion of the display is selectable by a viewer.

1 77. The method of claim 69, wherein the coupon information is  
2 transmitted simultaneously with the broadcast of a program.

1 78. The method of claim 69, wherein the coupon information is  
2 transmitted prior to the broadcast of a program.

1 79. The method of claim 69, further comprising the step of transmitting  
2 timing data that links the coupon information to the corresponding program.

1 80. The method of claim 69, wherein the program comprises live  
2 television programs, prerecorded television programs, live television  
3 commercials, prerecorded television commercials, movies, and pay-per-view  
4 programming.

Sub A5

1 81. A computer readable medium containing executable instructions  
2 which, when executed in a processing system, causes the system to perform  
3 the steps of a method for providing electronic coupons, the method  
4 comprising the steps of:  
5 receiving coupon information for at least one item;  
6 transmitting coupon information for at least one item along with a  
7 broadcast of a program; and  
8 displaying the coupon information on a display along with the  
9 ~~broadcast of a program.~~

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Sub A8  
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Sub Z5  
Sub Z6  
Sub Z7  
Sub Z8  
Sub Z9

1 82. The method of claim 81, wherein the method further comprises the  
2 steps of:  
3 providing an alert to the viewer, wherein the viewer is alerted when  
4 the coupon information is available in the coupon mode;  
5 synchronizing the coupon information with the display of a  
6 corresponding at least one item during the broadcast of a program; and  
7 enabling selection of one of a plurality of display modes, wherein the  
8 plurality of display modes comprises a coupon mode.

Sub B7

1 83. The method of claim 82, wherein the plurality of display modes further  
2 comprises a non-coupon mode and a stored coupon mode.

1 84. The method of claim 82, wherein the step of providing an alert  
2 comprises providing at least one alert to a viewer when at least one coupon is  
3 available, wherein the at least one alert comprises a tone and at least one  
4 displayed mark.

1 85. The method of claim 84, wherein the at least one displayed mark is  
2 superimposed over the broadcast of a program on the display, wherein the at  
3 least one displayed mark comprises a coupon indicator for each coupon  
4 available.

1 86. The method of claim 81, wherein the method further comprises the  
2 step of enabling a request for the coupon information, wherein enabling a  
3 request comprises selecting a coupon indicator corresponding to an item in  
4 which the viewer is interested, wherein selecting the coupon indicator results  
5 in the display of detailed coupon information.

1 87. The method of claim 81, wherein the step of displaying comprises  
2 superimposing the coupon information over the program data on the  
3 display.

1 88. The method of claim 81, wherein the step of displaying comprises  
2 displaying the coupon information on a portion of the display, wherein the  
3 portion of the display is selectable by a viewer.

1 89. The method of claim 81, wherein the coupon information is  
2 transmitted simultaneously with the broadcast of a program.

1 90. The method of claim 81, wherein the coupon information is  
2 transmitted prior to the broadcast of a program.

1 91. The method of claim 81, wherein the method further comprises the  
2 step of transmitting timing data that links the coupon information to the  
3 corresponding program.

1 92. The method of claim 81, wherein the program comprises live  
2 television programs, prerecorded television programs, live television  
3 commercials, prerecorded television commercials, movies, and pay-per-view  
4 programming.

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